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# THE GARDEN OF DELIGHT

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HELLER BRO  
NEWCASTLE  
INDIANA



To All My Friends:

Since papa and Uncle Herbert introduced me to you last year, I have had lots of good times over letters from the fine folks who love flowers! Some of the letters made me laugh, they were so funny, but others were so sad they made me cry. I don't think papa let me see all the letters. I guess he thought too many pretty things would spoil me and make me vain.

I want every one of my good friends to write to me again this year and tell me about the Roses they bought from New Castle last spring. I hear them talking all the time about taking pains to satisfy every person who has sent in an order and I want to know that those whom "The Flower Girl" led to buy Roses of us get plenty of flowers from the plants.

Papa and Uncle Herbert are mighty happy over the stock of Roses and other plants they have for this year's trade. It seems to me that there are enough Roses growing on the

place to start a garden for every home in the whole country - but my teacher says the United States is bigger than a little girl like me has any idea of. Just the same, I have good friends at more places than she knows of.

I like the American Beauty best of all, I think, though the Rose they named after me is a dear one. When you write to me, send along your order for a big lot of Roses, and I give you my word that your order will be filled just as carefully as if it came from the tall Mr. Fairbanks, the funny Mr. Ade or any of papa's big customers.

Uncle Herbert says he is going to print this letter right above a picture of brother and me gathering Roses in one of the gardens! That man with the camera from Harselburg took this picture just as I was starting to make a face at brother but it was all in fun, as you can see from the good natured smile he is giving me.

Wishing everyone of you good luck with your Roses and hoping to have letters from all of you soon, even though I cannot write every one a personal reply.

Your sincere friend  
Jeanette Heller




Jeanette and Robert among the Roses



# THE GARDEN OF DELIGHT



IN WHICH  
"THE ROSEBUDS LAY THEIR  
CRIMSON LIPS TOGETHER."

**HELLER BROTHERS**  
**NEWCASTLE**  **INDIANA**

1909



## *Letters from Customers Who Have Had Success with Heller Roses*

The Roses that you sent me two years ago have been the source of great pleasure to me.—T. F. Tilghman, Cashier, Citizens' Bank, Norfolk, Va., Oct. 9, 1908.

The Jeannette Heller Rose leaves nothing to be desired. It is an ideal rose and the bushes are strong and have made good growth.—E. A. Garrington, Carbondale, Pa., Sept. 25, 1908.

The American Beauties you sent me last spring were fine. The bushes made a thrifty growth and produced an abundance of lovely flowers.—Mrs. O. T. Hartman, Popular Bluff, Mo., January 31, 1908.

The Roses sent last March surpassed my fondest expectations. They have almost constantly been in bloom from early spring to middle of October. I expect to make a larger order soon.—Mrs. W. J. Haselden, Cades, S. C., Oct. 19, 1908.

Your plants sent out here in competition with other Eastern firms I can say are winning their way. It is simply marvelous how even one-year-old plants take on rapid growth as soon as set out.—T. C. Ruland, Augusta, Kans., June 12, 1908.

I have had real good success with my Roses, all growing and blooming but three. My American Beauty is indeed a beauty; although late in the season, it now has eight buds on it.—J. E. Weiser, Wooster, Ohio, Sept. 12, 1908.

The sixteen Rose bushes I bought from you last spring have all been blooming since the first of August, and many of them have buds now. Next spring I want a few more, and my neighbors want some, too.—O. F. Braeger, Augusta, Wis., Sept. 25, 1908.

Last May I bought of you one dozen three-year-old American Beauty Roses. You sent a baker's dozen and every one is alive and in fine condition. Some of them are in bloom or bud today.—B. W. Wright, Deputy, Marquette County, Marquette, Mich., Sept. 17, 1908.

I duly acknowledge the receipt of the two Rose bushes I got of you (American Beauty). They are the finest Rose bushes I have ever seen and especially so of the variety named. They are all you advertise.—A. L. Kellogg, Supervisor, Oneonta, N. Y., May 11, 1908.

The Roses we ordered of you last spring have done fine and we had a great many beautiful blossoms from them. The American Beauty had seven Roses on it at one time that were as large as the top of a pint cup.—Cora L. Haskell, Milldale, Neb., March 14, 1908.

The Roses you sent me last spring have done marvelously well. We have had some of the grandest Roses this summer that I ever saw. Some stems of Jeanette Heller are over three feet high. It's a great Rose.—H. M. Yost, with the Society for Savings, Cleveland, Ohio.

Just a few lines to let you know how pleased I am with the lot of Jeanette Heller Roses I bought of you last spring. I never bought any thing that has given me more pleasure. Such beautiful Roses and so many of them; they are the admiration and the envy of all my neighbors!—C. I. Terhune, Passaic, N. J.

Please fill the enclosed order for seven Roses at once. You will notice that I order two-year-old plants which have given me the best satisfaction in the past. All the Roses which I ordered from you two years ago lived and bloomed well and gave the best satisfaction of any plants I ever had.—E. M. Bare, Eureka Springs, Ark., Oct. 21, 1908.

The plants have made rapid growth and have produced a large number of good blooms. The Jeanette Heller were the first of the two-year-old bushes to bloom and the Roses were of good size and color. The foliage is very rich and free from disease and insects. I think this will be a very desirable Rose for amateurs.—Alexander Stone, Chicago, Ill., July 15, 1908.

I want to tell you how lovely the bushes you sent have been doing. There have not been more than two days at a time since June that I have not been able to gather a bunch of Roses, and today the bushes look as if it were June—just a mass of flowers and buds. I am really very grateful to you for putting such Roses on the market.—Mrs. J. L. Fitzgerald, Schenectady, N. Y., Sept. 26, 1908.

I wish that instead of writing you this cold, rainy morning, my dear little Flower Girl, I might call and see you among your Roses just as you are in the pictures. Would you let me take your hand and go with you to see which of the Roses is most beautiful? I am sure from the laughter in your eyes you would not mind a bit if, as we went along, I should give you a look and begin going hippety hop—as I always want to when I get the hand of a dear happy little child in my older one.—Your friend, Jessie C. Knox, Englewood, Butte, Mont.

The Roses I bought of you have done very well this summer. I want to say a word of praise for the Jeanette Heller, I think it is the finest Rose I have ever seen. The one I bought of you has bloomed constantly all summer, was never without a blossom. The foliage is wholly free from blight or mildew. It is a very vigorous grower and has borne more Roses than all the others together. I have a White Cochet I bought from you three years ago, that is a grand Rose and is next to Jeanette Heller in my estimation. I am sending you photographs of some of my Rambler Roses.—Geo. T. Chant, Paint Manufacturer, Stronghurst, Ill.



# THE GARDEN OF DELIGHT

*"A Rose as fair as ever saw the North  
Grew in a little garden all alone.  
A sweeter flower did nature ne'er put forth,  
Nor fairer garden yet was never known."*

*"It never will rain Roses; when we want  
To have more roses, we must plant more trees."*

**T**HE chief matter for your attention today, ladies, will be decision as to what line of effort shall have our special attention this year. You will all recall with pride, I am sure, the campaigns we have conducted since our Club was organized. The first season we confined ourselves almost wholly to agitation for efficient street cleaning. The next year we took up the question of a down-town park. The third of our efforts was directed towards the improvement of the railroad stations of the city. Last year we made it our business to secure adequate milk inspection and similar health measures.

"I am convinced that, in a very large measure, the success of our work has been due to our policy of concentration on one line of vital civic policy until it has been favorably acted upon. In taking the presidency of the club for the fifth year of its history, therefore, I urge continued adherence to this plan. Suggestions as to what we shall do this year are now in order."

These remarks were made by Mrs. Medford, the newly elected president of the City Improvement Club of Fontaine, at the regular annual meeting. Fontaine was formerly chiefly noted for its manufacturing interests, but for some years even better known as a desirable place in which to live. The club has been largely instrumental in the civic awakening of Fontaine.

"I move that, this year, we devote our energies to a movement to have a flower-garden, big



American Beauty Roses, grown from Heller Brothers' plants by R. A. Smith, Denver, Colo. (See page 12)



## THE GARDEN OF DELIGHT

or little, in every home in Fontaine," says Mrs. Sawyer. "Heretofore we have used the whole city as the unit of our efforts; now let us base them upon the individual home." Mrs. Smythe seconded this motion, and the president called for remarks. Most of the members received the idea very favorably.

A few of those present seemed to regard flower-gardening as a thing too difficult to become generally popular or largely a success. Mrs. Jenkins was especially insistent in her expression of this view, and paid a tribute to the beauty of the rose-garden of Mrs. Sawyer, saying to that lady: "If it were possible for every home in Fontaine to have such a garden as yours, I should certainly favor this motion."

"As most of you know," explained Mrs. Sawyer, "I was raised in Mississippi, and my dearest memories are of a typical rose-garden of the old South—great bushes of Marechal Niels, General Jacks, Seven Sisters, etc. When I married and started housekeeping in Pennsylvania, my mother sent me several of the hardiest of the Roses in her garden, and most of them grew well in their new home, with slight protection in winter. Then business exigencies forced us to live in large cities for a few years, in apartment houses and hotels, before we moved to Fontaine.

"As soon as we had built our house here, my heart began to long for a rose-garden such as I had been familiar with in my other homes. The old Mississippi plantation had passed out of the family, and a factory had been erected on the site of our former Pennsylvania home. No plants could be procured from either, therefore, and I began the making of my garden with plants bought of the florists. I went to a local dealer, but he had only a few varieties in stock, none of which I considered desirable. So I read advertisements and ordered plants by mail.

"For five or six years I kept at it in this way, but mighty little I had to show for the time, labor and money expended, though I bought Roses from a dozen or more different firms. Once I got five plants for ten cents—and such plants! The dear, tiny, little things—how sorry I felt for them, and how I nursed and petted them! But one by one they died and left me disconsolate. Sometimes I got five for a quarter, sometimes twelve for half a dollar. It was seldom that more than one or two of a lot would grow at all, and these required infinite care. One year I



Rambler Roses grown by a customer of Heller Bros.—Geo. T. Chant, Harness Manufacturer, of Stronghurst, Ill.



## HELLER BROS., NEWCASTLE, IND.

planted over sixty bushes, from four different greenhouses, and only four survived the following winter. My husband insisted that I didn't know how, and I became almost convinced that our Illinois climate wasn't good for Roses, anyway!

"But I kept on! An eastern house sent me a catalogue of imported Roses, grown in the soil of old Ireland, and sold at high prices. They came in fine shape, and were certainly sturdy plants. But they were grafted, and only the wild rose roots, upon which the good Roses were grafted, were alive next season. Then I attended a department-store bargain sale and bought a lot of Holland-grown bushes. My husband poked lots of fun at my effort to grow telephone poles by planting young ones, and my garden really looked as if that were my object. Since I have learned that the soft and humid climate of Holland produces a plant of quick growth that is of little real value in this country.

"Still I persisted! Four or five years ago I saw American Beauty Roses for garden culture advertised by Heller Brothers, of New Castle, Indiana. I had always heard that the Beauty was not an outdoor Rose, but I ordered three plants as a trial—three-year-old size, as recommended in the little booklet the Hellers sent to me. And what plants I got this time! They were great, strong fellows, well matured, that had been carried through the critical period of their lives by the growers. The bushes grew and grew, only one died during the winter; the following summer the two left bloomed freely, and today those two regal Beauties are the pride of my garden.

"The next spring I bought all my plants of Heller Brothers. Their booklet explained why I had been having such great trouble in getting Roses to grow, the plants I had bought didn't have any "grow" in them. Every plant I have bought from New Castle has been thrifty and healthy, on its own roots, and I have lost only a very few. Each year I have increased my order, and have been favored with fine plants. My rose-garden, as you see it today, has been easy to start and easy to maintain, because I found out how to start it right. If our people will only adopt Heller methods and plant Heller Roses, I am very sure a flower-garden just as beautiful as mine can be had in every home.

"Roses from Heller Brothers come to you all ready to start into vigorous growth, and



Climbing Roses may be used most effectively for hedge and screen purposes, combining beauty and utility



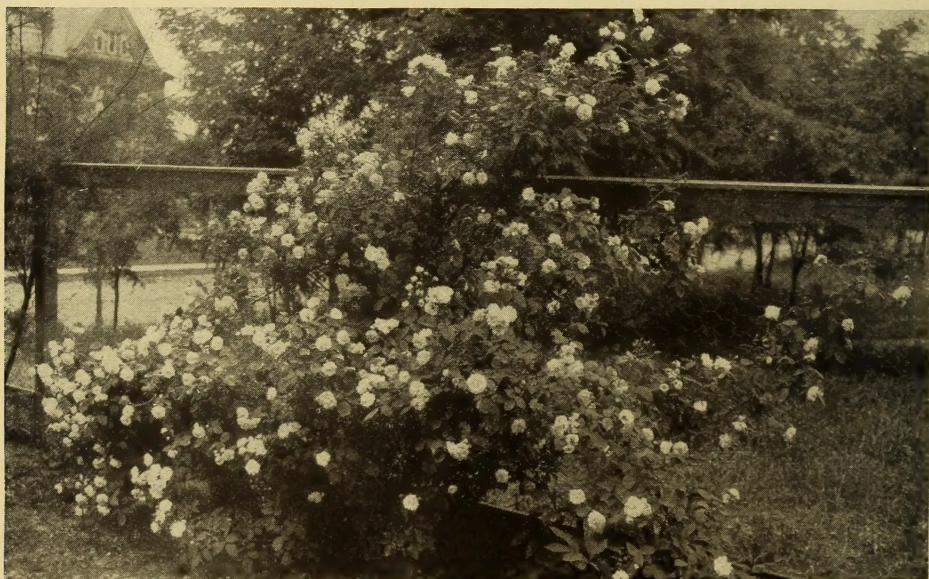
# THE GARDEN OF DELIGHT

require very little 'petting.' They seem to have a lot of stored-up vigor that is waiting for a chance to turn itself into thrifty bushes and loads of blossoms. I have planted them with great success in corners of the yard where I hardly dared to expect any result. The same qualities which make Heller's roses grow and bloom in any fairly good soil help to keep them free from insects and other pests, —or make them so vigorous that these Rose enemies are unable to interfere seriously with the plants. Since beginning to plant Heller Roses, I have learned to have very much less fear of insects, rust and other plant pests.

"Those of you who have seen the lovely booklets which Heller Brothers send out instead of a catalogue, know that their prices are a trifle higher than those of many mail-order florists. When you consider the number of plants that will live and thrive as the basis of your outlay, however, you will soon come to realize that it really is economy to pay a little more for your Roses in the beginning. In my own case, practically all the money I put into Roses before I became acquainted with Heller Brothers' plants was actually wasted, while a very small percentage of the plants I have had from them have failed to grow. Before I commenced to plant Heller Brothers' Roses, my garden gave me as much trouble as pleasure; now it is almost all pure enjoyment—a veritable garden of delight."

We are glad to say that the relation of Mrs. Sawyer's experience in rose-gardening led the City Improvement Club of Fontaine to adopt "A Flower-garden in Every Home" as its battle-cry, and that it is expected a great many hundreds of Fontaine people will buy Heller Roses this spring. Mrs. Sawyer's success in rose-growing, once she got started the right way, doubtless will inspire many of her neighbors to try the same methods. The story of her experience, so similar to that of thousands of others of our customers, is herewith reproduced, that it may help to influence you to try Heller's roses, if you have never done so, and begin a *garden of delight*.

We commenced growing Roses, not as professional florists, but merely as lovers of flowers, with abiding memories of an old-home garden. Engaged in lines of business which were exacting in their demands on our strength, we turned to the flower-garden for rest and recreation. We were not successful with our first rose-gardens; we now know it was because we didn't start



Delightful effects may be created by Climbing Roses in bush form, as here shown



## HELLER BROS., NEWCASTLE, IND.

right. Our early failures only made us the more determined to succeed, however, and we kept on trying,—studying all the time to find out what was wrong.

So we learned how to grow Roses—the one flower that has had an enduring popularity through all the ages. The fascination of the gentle art increased with success, and our home rose-garden grew into our lives more and more. Those who did not know how to have their own rose-gardens came to us for flowers. Finally, we started in to grow Roses in a business way, and our trade in this line has increased until we supply to the markets of the world several million cut-roses each year. The soil of New Castle has a world-wide reputation for fertility, and our Roses, especially our American Beauties, are known all over the world as the largest and finest that can be obtained.

After our success in the cut-flower business had been assured, we turned to the supplying of Rose plants to those who wished to have gardens. Our experience had clearly shown us that the one great difficulty in the home culture of Roses was in the lack of the right kind of plants with which to start. We believed that lovers of Roses throughout the country would gladly pay a trifle more for plants if they could get plants good enough to save them most of the worries and delays in getting their rose-gardens to the point where they would yield a harvest of beauty and fragrance. How true was our conception of the need for plants of this quality is shown by our wonderful success; our rose-fields and greenhouses are now, in extent and producing capacity, among the largest in the world.

I cannot resist sending you a line to express my appreciation of the fine lot of plants I have just received of you. They are certainly the largest and best-rooted plants I ever received of any one, and I have bought from a number of different Rose-growers.—W. H. Marsh, Dentist, Collinsville, Ala., March 20, 1908.

It is due you to let you know of what good success my mother had with the Roses you sent her last May. Yesterday she sent me a box of Roses, cut from the bushes, which I think are marvelous. The American Beauty should have particular mention. I expect to order again next spring.—Miss M. A. Hoenes, Wheeling, W. Va., July 5, 1908.

The "Globe Post" publishes this note about one of the Rose bushes from you which I set out this spring. "J. S. Engleken, of the Grand Rapids Furniture Company, has produced some pure white Roses of marvelous size. One of which presented to the writer measures approximately six inches in diameter."—J. S. Engleken, Le Mars, Iowa, June 26, 1908.



Decorative possibilities of Rose beds in connection with Italian gardens

# THE GARDEN OF DELIGHT

## *Some Important General Information*

**R**OSES, Carnations, Chrysanthemums, Clematis and Honeysuckles bought of us are shipped by express, charges prepaid, so that our prices cover delivery to the homes of our customers. Our superior methods of packing insure safe arrival of plants in full vigor.

Our friends are urged to send in their orders as soon as they receive this booklet. We will set aside the plants selected and have them in the best possible condition at planting time. By ordering in advance, you insure shipment at the proper time and make sure that you get all the kinds you wish. Payment must accompany each order.

Our Rose bushes are all on their own roots, grown in the best Rose soil in America. Our methods of growing requires three times as much handling of the plants as those in use by many growers, and we cannot give you as many plants for the dollar as some of these. Based on the results you will get in growing and blooming plants, our prices will be found the lowest.

We urge the purchase of our mature and dependable two- and three-year plants. These will grow luxuriantly, bloom the first year and keep on blooming year after year. The plants we offer are full of vigor and ready to produce the best roses, and our prices include prepayment of expressage. Our one-year plants are very much superior to the average run of mailing-size stock, but we recommend the purchase of the larger sizes. A one-year Rose of any kind is a small pot plant. Its size depends upon the particular kind. Two-year plants range in size from eight inches in the rare Tea Roses to eighteen inches in the kinds of stronger growth. The three-year Roses range from twelve inches to twenty-four inches in size, depending upon kind, and also vary in quantity of root. Our friends should keep it constantly in mind that the size of a one-year, two-year or three-year plant depends wholly upon the family to which it belongs—that is, a hybrid Rose of any “size” will be very much larger than the same size in a Tea Rose.

Terms: Cash or its equivalent must be sent with all orders. We allow 5 per cent discount on all orders of \$2 or more. The prices quoted include prepayment of expressage to your city.



The congenial climate of California produces veritable mountains of blossoms



# HELLER BROS., NEWCASTLE, IND.

## *The Best Roses in America*

THE claim that we supply the most vigorous and dependable rose plants to be had anywhere in this country is amply substantiated by the letters from our customers printed in this book, selected at random from hundreds of similar ones.

Not only do we make use of superior methods in growing our Roses, but we exercise equal care in shipping them. The roots are kept free from exposure, and all damage on the way is avoided, no matter how far the plants may have to go. With each package we send complete directions for planting, care and culture. All our Roses and other plants are sent by prepaid express, and our perfect packing insures safe arrival.

Last year we felt very certain that our enormous stock of Roses would answer all demands, but before the end of the season many kinds were "sold out." The good words spoken to their neighbors by the multitude of our pleased customers have had much to do with this fact that every year we have more orders than can be filled. This year our growing facilities have been still further increased, and it would seem that our enormous stock cannot possibly be exhausted. The quality of this year's stock is even better than that of any preceding season.

Judging from the reception given it by our friends last year, there is going to be a very large call for the Jeannette Heller Rose. The wonderful productiveness of this Rose has enabled us to propagate it very rapidly. We had a tremendous stock last year, but the unprecedented demand came very near exhausting it. We have a very much larger stock for this spring, but there is every reason to believe that the demand will be even greater. We therefore urge our friends to let us have their orders early, that they may not be disappointed. This advice will apply to all our other Roses and plants.

The Roses I purchased from you in the spring have all bloomed splendidly, notwithstanding the backward spring.—Chas. A. Dennison, Lawyer, Argenta, Ill., November 4, 1907.

I am pleased to inform you that of the about one hundred plants received from you last spring, we lost just one, and that on account of neglect.—Lawrence A. Vories, Lawyer, St. Joseph, Mo., October 1, 1907.



Cold, gray stone-walls are clothed in warm green by lovely Trier Roses



# THE GARDEN OF DELIGHT

## *The World's Greatest Rose*

**A** **AMERICAN BEAUTY.** Deep pink; flowers superb, very double and of pleasing fragrance. The bushes are larger and sturdier and the stems heavier than those of any other Rose. It is common to see an American Beauty with a dozen canes as thick as one's finger and several feet in height.

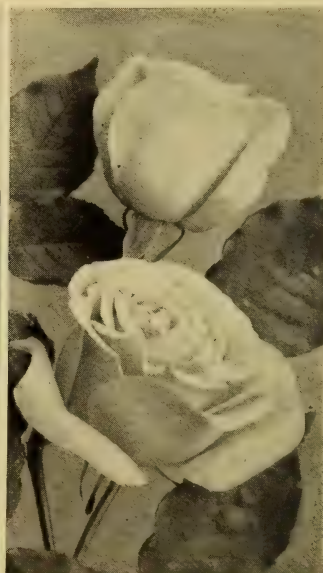
There is a popular impression that American Beauty Roses are not adapted to outdoor cultivation, except under the most favorable conditions. Quite the contrary is true, as, when properly grown, it is in every way a vigorous and satisfactory Rose. Everything depends upon having vigorous plants.

It is impossible to grow American Beauty Roses from small, mailing-size plants, hence we do not sell them. In order to start this Rose in vigorous growth under ordinary conditions, the plants must be mature ones such as we carry along in our gardens during the critical period.

We keep the plants cool and practically dormant, so that they are ready to spring into rapid growth. Every American Beauty plant we sell has a clump of strong roots, and may be depended upon for immediate results. This Rose is hardy in all climates, with proper protection, and will always maintain its place as the height of perfection in Roses.

In the great cut-flower markets of the world, American Beauty Roses command the very highest prices and are always in demand from the most exacting buyers. There is no reason why every home flower-garden should not freely supply American Beauties, and the successful culture of these Roses is possible in almost every section of the United States.

2-year		3-year	
1 bush . . . . .	\$0 25	1 bush . . . . .	\$0 50
12 bushes . . . . .	2 50	12 bushes . . . . .	5 00
25 bushes . . . . .	4 50	25 bushes . . . . .	9 00
50 bushes . . . . .	8 00	50 bushes . . . . .	16 50
100 bushes . . . . .	15 00	100 bushes . . . . .	25 00
4-year (limited quantity) 1 bush \$1.50, 12 bushes \$15			



Flowers of Miss Kate Moulton (left), American Beauty (center), and Pink Cochet (right)



# HELLER BROS., NEWCASTLE, IND.

## *American Beauty's Nearest Rival*

**J**EANNETTE HELLER. Last year we offered this new Rose for the first time, in the belief that it was one of the best of the new sorts and would prove generally popular. We had no idea, however, that it would create such a sensation.

Jeannette Heller is the ideal garden Rose—strong and vigorous in growth, healthy under almost every condition, foliage free from disease of any kind and seldom attacked by insects. Light blush pink, beautifully shaded. The flower is delicately beautiful, firm and strong, and so well filled with petals that it will last for days after cutting. The foliage is dark green, heavy and waxy, and the flowers are grown on stems of proper length.

In the three years that we grew this Rose before offering it to the public, we gave it the most exhaustive tests, and the results proved to us that it had unusual merit. Last year it was planted throughout the United States, under the widest variety of conditions, and the reports from our patrons have been uniformly enthusiastic and favorable. The unhesitating recommendation which we gave the Rose last year can now be reinforced by the testimony of our patrons.

For grouping in beds Jeanette Heller is fine, and where large quantities of cut flowers are desired it cannot be excelled. Blooms may be cut from it as early as May, and it will produce flowers until late in the fall. It will be found equally desirable for specimen plants in the yard or garden. No Rose with which we have had any experience has come so near rivaling the American Beauty. As its merits become better known, we feel assured that every lover of Roses will want Jeannette Heller.

1-year		2-year		3-year	
1 bush . . . . .	\$0 25	1 bush . . . . .	\$0 50	1 bush . . . . .	\$1 00
12 bushes . . . . .	2 50	12 bushes . . . . .	5 00	12 bushes . . . . .	10 00
25 bushes . . . . .	4 50	25 bushes . . . . .	9 00	25 bushes . . . . .	18 00
50 bushes . . . . .	8 00	50 bushes . . . . .	16 50	50 bushes . . . . .	30 00
100 bushes . . . . .	15 00	100 bushes . . . . .	25 00	100 bushes . . . . .	50 00
4-year (limited quantity) 1 bush \$1.50, 12 bushes \$15					



Desirable as specimen plant, or for grouping in beds—Jeannette Heller, chaste and beautiful



# THE GARDEN OF DELIGHT

## Roses for Every Need

**ALBERT HOFFMAN.** Pale to deep yellow, the outer petals tinted white and rose. A promising new sort of foreign origin. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**ALICE ROOSEVELT.** Cerise pink. Introduced last year by a Colorado florist. It is a strong grower and bears a profusion of full and well-formed buds. Well worth a trial. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**AMERICAN BEAUTY.** A vigorous and satisfactory outdoor rose, notwithstanding statements to the contrary. For full description see page 10.

**AMERICAN LADY.** Light cerise red. Grand novelty, sold exclusively by us. The plants are of unusually strong and healthy habit of growth, forming compact bushes. These bloom freely, producing long-stemmed, fully rounded flowers of good substance and delightful fragrance. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**ANNY MEIER.** (New.) A brilliant pink, changing to pure pink. New Baby Rambler; all summer bloomer. The flowers last long; are slightly fragrant. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**ANGELA WELTER.** Creamy white, shaded yellow in center. Fragrant blossoms are produced very freely by this magnificent variety. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.

**ANGEL PELUFFO.** Brilliant combination of pink shades. An excellent new kind. Large flowers and beautiful foliage. Exquisitely shaped petals. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**ANNE DE DIESBACH.** Brilliant rose color. Great favorite for June blooming. The large and perfectly formed blooms have long pointed petals and are delicately scented. Very hardy and vigorous. Blooms very freely. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**ANTOINE RESCHAL.** Brilliant carmine shaded with currant-red. An excellent new foreign introduction. Medium-sized blooms. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**ANTOINE RIVOIRE.** Soft, peach-flesh color with deeper shadings, base of petals yellow. Large buds and flowers of exquisite shape. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**APPLE BLOSSOM.** The coloring and tinting of the petals resembles the pink and white of apple blossoms. It is very hardy, a strong, thrifty grower and profuse bloomer. The flowers are large, beautifully shaped and attract considerable attention on account of their unique color. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; 3-year, 50 cts. each, \$5 per doz.

Enclosed find photo of three of your Rose bushes containing thirteen full-blown Roses, and ten half-blown ones, besides numerous buds. This picture was taken during the latter part of June, and the bushes are now bearing their second crop. Fully six dozen perfect beauties have been picked from the six bushes you supplied us. The Roses were most satisfactory and next year we will duplicate our order.—R. A. Smith, Denver, Col., July 30, 1908.



Bush form of Taunus Blumchen, a charming object on the lawn or as a hedge plant



# HELLER BROS., NEWCASTLE, IND.

**AURORA.** Rich bright pink in center, outside petals paler. One of the best sorts in our collection. It is a strong, vigorous grower with splendid, healthy foliage. The wonderful flowers are large, full, petals imbricated. Very free-flowering, producing blossoms the entire season. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**BABY RAMBLER.** A wonderful little novelty with large trusses of bright crimson flowers similar to those of Crimson Rambler. But instead of climbing, the plants form dwarf, compact bushes not over eighteen inches high. Fine as a pot-plant or for a border. Its free-flowering habit is phenomenal; it practically is never out of bloom. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**BARON VON PALLANDT.** Vermilion with bright red reflex. Another very promising new sort of foreign origin. Flowers large and nicely shaped. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**BESSIE BROWN.** White, daintily flushed with pink. Large flowers borne on strong, erect stems. Beautiful shell-shaped petals. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**BETTY.** Ruddy gold. An important new acquisition, introduced by Dickson & Son, of Belfast, Ireland. The growth is free, erect and very robust. It blooms freely and continuously. The flowers are of a very unique color, deliciously perfumed, extremely large and fairly double. One-year plants, 25 cents each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.

**BOADICEA.** Deep rose pink. Bushy in growth and a free bloomer. Stems and medium length, beautifully shaped petals. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**BON SILENE.** Deep rose, shading to carmine. An old favorite for its fragrance and full-growing qualities. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**BRIDE.** A popular white, resembling Bridesmaid in habit and growth. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**BRIDESMAID.** A pink Rose widely grown for cut-flow-ers. Not hardy in northern climates, although it has been grown out-of-doors as far north as Michigan. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**CAPRICE.** Ground color clear pink, striped with white and carmine. The best of the striped Roses. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**CARDINAL.** Deep rich red. This is a wonderful fine Rose of American origin. Of erect culture. It is an extremely robust grower of very free-flowering habit. The large, massive flowers are red and double to the center. Their exquisite fragrance makes one of the old garden Rose. We consider this one of the best newer sorts and encourage liberal planting. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

I cannot begin to tell you the pleasure which I derived from my Roses ordered last year. I never lost one, regardless of the severe cold weather last spring.—Grace Elyn Lewis, Sedalia, Mo., March 26, 1908.

I enclose herewith order for about five times as much as last season which seems to be a very good endorsement of your Roses and methods.—W. W. E. Cummings, Ticonderoga, N. Y., January 20, 1908.



A restful, shady spot, created by the luxuriant growth of lovely Lady Gay and Hiawatha Roses



# THE GARDEN OF DELIGHT

**CAROLINE TESTOUT.** Large, satin rose, petals edged and bordered with clear pink. Undoubtedly one of the best new Roses for outdoor culture. It is a strong, vigorous grower with extra large buds and flowers of elegant form. It should be in every garden. One-year size, 16 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**CHARLES J. GRAHAM.** Dazzling orange-crimson. A new red bedding variety from Ireland. It is a vigorous grower and free and perpetual bloomer. The flowers are large and of fine form. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**CHERRY RIPE.** Deep cherry-red, medium-sized flowers. A vigorous free-flowering bedding Rose of delicious fragrance. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**CLIO.** Blush color with rosy pink center. A beautiful Rose, large and full. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**CLOTHILDE SOUPERT.** White, blended with delicate pink. A beautiful, extra hardy sort, sure to give satisfaction. It blooms the very first year it is set out and every year thereafter from early in the spring until the first mists. The last buds in the fall. The deliciously scented flowers are borne in clusters. They are of elegant form, perfectly full and double. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**COMTESSE ALEXANDRA KINSKY.** (New.) White with apricot-yellow center. Magnificent, large, full flowers of beautiful form. One-year, size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**CORONA.** Large creamy white. Valuable new variety for bedding, massing or general culture. The plants attain a uniform height and bear profusely. Flowers of great substance and satisfactory in every way. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**COUNTESS DE ANESLEY.** Rose-salmon, suffused with old gold. Strong grower. Large and finely shaped flowers. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**COUNTESS OF DERBY.** Salmon center shading into delicate peach. Free in growth with stiff and upright stems. Petals especially pointed. Delightfully fragrant. One-year size, 15 cts. each, \$1.50 per doz.

**COUNTESS DE SAXE.** Porcelain white with shell shadings of delicate pink. A lovely, very fragrant bedding Rose, free-flowering and of excellent habit. Large round and full flowers, unusually attractive. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**DAVID R. WILLIAMSON.** Soft, rich carmine. Perpetual bloomer. Fragrant, large and full petals, smooth and firm. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

In this day of commercialism it is quite refreshing to have some things come to you better than the vender presented them to be. Of the Roses bought from you, Karl Druschki (White American Beauty) is nearer perfection than any of the many Roses I have grown. The plants when put into the ground last year, in May, did not measure more than eight inches high. They were planted in only moderately rich soil, but grew a number of large canes four to five feet in height. These were cut back one-third during the winter. For the past two weeks I have been cutting dozens of exquisite flowers, and the supply seems inexhaustible. One morning I cut six dozen Roses from nine plants and there were so many left that you could scarcely miss them.—Hugh Pettit, Manufacturer's Agent, Memphis, Tenn., May 1, 1908.



Large beds of lovely Jeannette Heller Roses form pleasing contrasts in sunny, beautiful lawns



# HELLER BROS., NEWCASTLE, IND.

**DEAN HOLE.** Silvery carmine, shaded with pink. Vigorous, everblooming sort with large blossoms measuring over six inches across. Flowers of great substance. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**DEFIANCE.** Clear, pure crimson. Grand bedding Rose, free in bloom and of rapid growth. Full flowers of large size. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**DR. WILLIAM GORDON.** Brilliant satin pink. Strong growing and free-blooming variety. Large flowers, deep petals and full center. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**DUCHESSE DE BRABANT.** Soft, rosy flush, deepening to warm pink. Splendid, freely blooming garden Rose. Fine in bud or flower. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**DUCHESSE OF ALBANY.** (Red La France, new.) Very deep pink, sometimes pure red. Of perfect La France type, but deeper in color and a thriftier grower. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**EARL OF WARWICK.** Rich, soft salmon-pink, shaded vermillion in center. Magnificent, vigorous growing variety. Large, full flowers of beautiful shape. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**EMPRESS OF RUSSIA.** A delicate pink Rose. Does not make a large growth, but is healthy and free-flowing. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**E. T. COOK.** Pale primrose, suffused with pink as the flowers expand. Produces clusters of extra-full, very large, handsome blossoms. The red, shaded buds mingled with the yellow flowers produce a charming effect. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**ETOILE DE FRANCE.** Rich velvety crimson, velvet cerise in center. Pre-eminently an outdoor Rose, being hardy, vigorous and free-blooming. The plants form strong, upright bushes with attractive deep green foliage. The glorious flowers are borne on long stiff stems, are very double, large and cup-shaped. Their fragrance is exquisite. Etoile de France is a constant bloomer, and we recommend it very highly. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**ETOILE DE LYON.** Magnificent golden yellow. One of the hardiest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Niel. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

I have given your Rose stock a thorough test, and beg to state that the American Beauty stock is even more than you have recommended it to be.—T. K. Mowrer, Professor Biology, High School, Marion, Ind., December 25, 1907.

An outdoor Rose is almost an unknown thing here. It is only very lately that people have ventured on grass and trees. We are away up in the mountains, nearly 5,000 feet above sea-level, in the heart of a mining district. The large fine three-year old American Beauties you sent me have covered themselves with bloom, Roses of rich, color and surprisingly large. People are wild over their appearance and can hardly believe that I have grown them out-of-doors.—Mrs. Jessie C. Knox, Butte, Mont., September 10, 1908.



A Japanese Garden is interesting, and lends a peculiar charm to the landscape



# THE GARDEN OF DELIGHT

**FAIR MAID.** Clear white, changing into light pink toward the center. A magnificent Rose with flowers of distinct beauty. They are produced in great quantities throughout the season. The flowers are of exquisite shape, full, double and very sweet. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**FIREFLY.** Salmon-pink, shaded with yellow. Large, healthy bushes carry lovely flowers on long stems. The flowers are full, of good substance and exquisitely beautiful in every way. Excellent for bouquets or vases as they last a long time after being cut. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**FRANZ KARI DRUSCHL** also called White American Beauty. We consider this the ideal white Rose. Extraordinarily strong, growing, branching freely; it has the vigor and hardiness of an oak. Foliage large and of heavy texture. Glorious flowers of immense size are produced freely throughout the season. Petals are very broad and substantial. The buds are of exquisite shape, long and pointed. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**FRAU LILIA RAUTENSTRAUCH.** (New.) Silvery pink; very large flowers of delightful fragrance. Of exquisite shape, very full with high pointed center. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**FREIHERR VON MARSCALL.** (New.) Dark carmine-red. A vigorous and very free-flowering tea Rose with beautiful foliage. Flowers large, very double and well-shaped. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**GENERAL JACQUEMINOT.** The standard crimson Rose, and best for outdoor culture. It is a strong, vigorous grower, very hardy and a profuse bloomer. The magnificent buds and flowers are considered models of perfection. They are unequalled in beauty of form and brilliant intensity of color. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**GENERAL MCARTHUR.** Bright crimson-scarlet. Decidedly one of the best and hardest red Roses for outdoor culture. The plants are vigorous, healthy and branch freely. Every shoot carries a large, double, well-formed flower of great fragrance. Blooms profusely from May until October. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**GOLDEN GATE.** Cream color, slightly tinged with yellow and faint shadings of pink. Very beautiful. Used almost exclusively for decorations at the White House in Washington. It produces freely large buds and flowers of exquisite form. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

All but one of the twenty Roses purchased of you last year are alive and doing finely. All but one of the eighty Roses purchased of other companies last year and year before are dead.—Rev. E. C. Long, Mount Olivet Baptist Church, Denver, Colo., April 22, 1908.

The Roses which I purchased from you last year were entirely satisfactory, every one of the twenty-eight which I received from you grew and the bushes produced many more Roses than any others I have ever had experience with.—J. R. Neuder, Real Estate and Insurance, Kansas City, Kans., March 16, 1908.

The Roses I purchased from you last year and the year before have done so remarkably well that I do not need very many this year. Enclosed find list of two-year old Roses which please send me.—A. A. Hurd, Special Counsel Santa Fe Railroad, Topeka, Kans., February 27, 1908.



Dorothy Perkins Rose, beautifying an embankment, and demonstrating its vigorous growth

# HELLER BROS., NEWCASTLE, IND.

**CROSSHERZOGIN ALEXANDRA.** (New.) Creamy yellow. Strongly recommended by the introducer. Very large, full flowers, very fragrant. Opens well; of perfect cup-shape. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-years, 50 cts. each, \$5 per doz.

**GRUSS AN TEPLITZ.** Scarlet, changing to velvety crimson—the richest red among red Roses. It is a healthy, vigorous grower and most profuse bloomer. The handsome and showy flowers are very large, full and sweet; blooms constantly. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**HELENE SOUPERT.** An exceedingly beautiful yellow Rose of French origin. It has handsome green foliage and is a free, continuous bloomer. The half-open flowers are of a rich orange shade, blending into canary-yellow as they expand. One of the best new sorts, sure to give satisfaction. One-year plants, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.

**HELEN GOULD.** Soft carmine. Remarkably vigorous grower, highly recommended for general planting as it is very hardy. The roots throw up strong shoots which carry an amazing profusion of lovely flowers. They are extra large, perfectly double and of delicious fragrance. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**HENRI MARREL.** Long, reddish yellow buds opening golden yellow, shaded with copper and reflexed with rosy salmon. A free grower of foreign origin. Large full flowers. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**HENRY MARTIN.** (New.) Rich, glossy pink, tinged with crimson. Large globular flowers, full. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**HERMOSA.** Clear, rosy pink flowers are borne in clusters. As a bedding Rose this sort has few equals. It is quite hardy, makes strong and thrifty growth, and is always in bloom. Flowers very double, of good form and very fragrant. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-years, 50 cts. each, \$5 per doz.

**HONORABLE INA BINGHAM.** Bright pink. A vigorous new Rose with very showy flowers. Large, double, veined petals. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**HUGH DICKSON.** Brilliant crimson. This splendid new Irish Rose has done exceedingly well with us. The plants are strong and thrifty, with healthy dark green foliage. Blooms continually. The flowers are of good size and fine form and retain their intensity of color until petals fall. Very fragrant. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

I have had such grand results since becoming a patron of yours that I am a "Rose Enthusiast." I planted a two-year-old American Beauty in 1906, and the next year it yielded twelve Roses with stems over three and some four feet in length, and so it is with all the others.—Mrs. L. F. Parker, Jr., Vinita, Okla., March 12, 1908.

The Rose plants I ordered last year sent to Missoula, Mont., all grew and bloomed wonderfully. The extra (Kaiserin I think) bloomed constantly, at one time it had thirteen fine buds and flowers. Many thanks.—Mrs. J. W. Barber, Albion, Ill., April 26, 1908.

I want to tell you that the Roses I received from you last year bloomed continually all summer and up until November, especially the American Beauties which were as fine as any grown in a greenhouse.—Mrs. H. W. Manning, Eureka, Kans., January 22, 1908.



The most gorgeous of all Climbing Roses, Tausendschon, at its best—the "Arch Beautiful"



# THE GARDEN OF DELIGHT

**IDEAL.** Pink. Free and continuous bloomer with full, round flowers. An improvement on Pink La France, but less subject to disease. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**IVORY.** Also called "White Golden Gate" on account of similar habit and growth. Very free-flowering, with large blooms on heavy canes. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**J. B. CLARK.** Deep scarlet shaded with crimson. This is the largest and most magnificent Hybrid Tea Rose that has ever been brought to our attention. The plants make a wonderfully strong, upright growth with splendid dark bronze green foliage. The glorious flowers are of enchanting beauty, measuring sometimes seven inches across and five inches deep. They are of unusual fragrance, full and double and are borne freely on long stiff stems. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**JEAN DU PUY.** Large, golden yellow flowers of intense fragrance. The bushes are perpetual bloomers and almost free from thorns. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**JEANNETTE HELLER.** Light, blush pink. An ideal garden Rose of vigorous growth, a strong bloomer, with delicately beautiful flowers. For detailed description see page 11. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.; four-year, \$1.50 each.

**JOSEPH HILL.** Pink shaded with salmon and coppery tints. Long, stiff stems carry long pointed buds and enormous cup-shaped flowers of great beauty. Glossy, dark green foliage. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**J. S. FAY.** (New.) Dark crimson enlivened with scarlet. Pronounced by prominent experts to be the best crimson ever introduced. A vigorous, hardy grower with a profusion of dark glossy-green foliage. So free-flowering that it might be called a perpetual bloomer. The finely shaped double flowers are of great substance. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.

**KAISERIN AUGUSTA VICTORIA.** (New.) Waxy-white. A grand Rose of unsurpassed beauty. Its merit is proven by the many testimonials which we received the past season. The plants are thrifty and have healthy dark green foliage. The truly magnificent flowers grow on stiff, upright stems, one to four feet long. They possess a distinct magnolia-like fragrance and are of exquisite shape. A number of these Roses will supply a constant bloom all summer. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**KILLARNEY.** Brilliant pink. This Irish Rose of recent introduction created a mild "furore" among rose-growers, when first brought out. It is entirely hardy, a strong grower, free-flowering, and the flowers are of delightful beauty and fragrance. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

I should feel myself ungrateful indeed did I not express to you the pleasure we have derived from your Roses, as they all have lived, grown and bloomed and kept on doing so, and have far surpassed our most sanguine expectations.—H. W. Mubbell, North McGregor, Iowa, October 14, 1907.

I had you to send me some American Beauty Roses and some Carnations last spring. They have been most satisfactory. I had a number of Roses through the summer and the Carnations have bloomed beautifully in the house this winter.—Mrs. Robert Gover Allen, Darlington, Md., February 26, 1908.



White Cochet Roses, a glorious bedding sort of vigorous constitution

# HELLER BROS., NEWCASTLE, IND.

**LA DETROIT.** Delicate pink. Sweetly scented, with long stems and good foliage. This new garden Rose did exceedingly well with us. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**LADY BATTERSEA.** A beautiful cherry-crimson, permeated with a pale orange shade. Meritorious new variety of easy culture. Long, graceful buds on stems of correct length; attractive foliage. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**LADY WENLOCK.** (New.) Coppery apricot in center, shading to pale yellow. Strong and very easily grown new sort. A thrifty grower and free bloomer. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**LA FRANCE.** Beautiful pink. A wonderful Rose of exquisite shape and pleasing fragrance. One of the most widely cultivated and esteemed sorts. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**LA NEIGE.** Pure white moss Rose. Unusually vigorous grower and free bloomer. One-year, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**LAURA WATTINE.** (New.) Grand, rosy-carmine flowers. Free-blooming, long, stiff stems and large foliage. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**LA PROGRESS.** Light yellow. Slightly single, but very good, all-round variety. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.

**LIBERTY.** Deep, rich, crimson. A strong, healthy grower, free-flowering and very sweet. The handsome flowers are large, double and of good substance. We consider this one of the most popular and most beautiful Roses in our collection. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**L6336.** Light pink. An unnamed variety which has come to us from abroad. With us, it has done beautifully, producing a profusion of flowers. Strong, healthy foliage. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**MADAM ABEL CHATENEY.** Carmine-pink, with reverse of pale salmon. Vigorous, hardy variety which produces an abundance of delicate flowers. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MADAM LAURE DUPONT.** Carmine with silvery rose shadings, outside of petals edged carmine. Large, fully free-flowering variety. Flowers of splendid form. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.

**MADAME CONSTANT SOURBERT.** (New.) Deep golden yellow, tinted and shaded with rosy peach. One of the finest of recent introductions. Fine grower with stiff stems and elegant dark foliage. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

The Roses procured from you last spring were beautiful during all the summer, and as late as November 15 they were full of buds. I was much pleased with your Roses and have recommended your Roses to others. —G. W. Sybert, Lawyer, Madisonville, Ky., March 20, 1908.

The Rose bushes sent me two years ago were all you represented them to be and more. The first summer we had lots of Roses and last summer there seemed to be no end to them. The tenth of October I counted over fifty Roses and buds on one small bush. —J. F. Smith, Worcester, Mass., February 11, 1908.



Borders of thrifty Rose-bushes combine beauty and utility in a high degree



# THE GARDEN OF DELIGHT

**MADAME CHAS. WOOD.** (New.) A fiery scarlet, passing to fine rosy crimson, shaded maroon. One of the best sorts for general planting. Begins to bloom soon after planting and continues throughout the season. The showy flowers are extra-large, double and quite fragrant. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MADAME CUSIN.** (New.) Bright, purplish, crimson, sometimes streaked with white at base of inside petals. Strong, free-blooming variety which deserves wide distribution. Strikingly beautiful, large, double flowers of pleasing fragrance. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MADAME VIDINTZ.** Pale saffron-yellow, sometimes slightly shaded with carmine. An excellent tea Rose which can be cut almost daily. Bears great quantities of lovely flowers. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MADAME MELANIE SOUPERT.** Golden yellow, suffused with faint shade of pink. This excellent variety is quite hardy and very thrifty. The strong, vigorous plants form symmetrical bushes of very handsome appearance. The foliage is of very attractive dark green color. The large, globular flowers are borne on stiff, erect stems. They are of distinct, elegant shape, have long, pointed petals and are very fragrant. This is one of the best Roses in our collection and we cannot recommend it too highly. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**MADAME LEON PAIN.** Silvery salmon, center orange-yellow, reverse bright red and yellow. Robust grower with handsomely colored foliage. Large and full flowers which open freely. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**MADAME PLANTIER.** (New.) One of the very best white Roses for outdoor planting. Free-flowering and very hardy. Very large and double flowers. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MADAME PHILIPPE RIVOIRE.** Rich apricot-yellow with light yellow center. This is a strong, robust grower, producing an abundance of lovely flowers. The buds are of elegant shape, flowers well-formed, large and very double. Highly recommended for outdoor culture. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**MADAME VERMOREL.** Soft buff with carmine shadings. Thrifty grower with an abundance of beautiful bronze-green foliage. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**Mlle. SIMONS BEAUMEZ.** Large, white flowers of exquisite form, with shining texture. A strong grower with long, stems. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**MAGNA CHARTA.** Bright, deep pink. One of the hardest and best garden Roses. Very large and fragrant. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

The Kaiserin Victoria I got from you is a beauty and did exceptionally well. It made a fine growth and the Roses were superb.—John S. Pentecost, Wanamaker, Ind., February 21, 1908.

Our Roses are in bloom now, and I would like some of our northern Rose growers to see our Marechal Niels, which cover fifty feet of frame and are covered with Roses.—Mrs. W. H. Horton, Leland, Miss., March 28, 1908.



Hedge Roses bloom profusely under congenial treatment and ideal surroundings

# HELLER BROS., NEWCASTLE, IND.

**MALMAISON.** Pink. Valuable, hardy garden Rose. Very large, perfectly double flowers. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MAMAN COCHET, PINK.** Brilliant pink. The beauty and exquisite form of this variety is simply marvelous. The buds are extra-large and elegantly pointed. The grand flowers are perfectly double, of great depth and splendid substance. Hardy in all sections of the country. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MAMAN COCHET, WHITE.** Identical with the preceding except in color which is snow-white. It is a splendid sort, very large and fragrant, of elegant form and very free-flowering. We cannot say too many words in favor of the Cochet Roses. They are the finest, hardy, ever-blooming Roses for outdoor culture and deserve a place in every garden. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MAMAN COCHET, YELLOW.** A great favorite with many; however not quite so vigorous as either of the preceding. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MARIE GOTHA.** Creamy white faintly bordered with rose. A general favorite on account of its delicate coloring. Flowers of elegant shape and very fragrant. Fine, strong grower with large, healthy foliage. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MARIE VAN HOUTTE.** Creamy white, strong grower, succeeds anywhere and in any soil. Beautifully formed buds and flowers. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MARSHALL POWELLER.** (New.) Scarlet crimson, shaded with maroon. Very large, fragrant flowers of semi-globular shape and good substance. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MAX HERSDORFER.** (New.) Deep, rosy-pink. A strong grower with healthy bright green foliage. The flowers are large, full and perfectly formed. Very free-flowering and one of the best of recent importations. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**MEPHISTO.** Bright red. A really elegant Rose, with pretty buds and large, double flowers on long stems. Easily grown and constantly in bloom. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**METEOR.** Brilliant velvety crimson. Constant and abundant bloomer of remarkable beauty. Good stems and healthy foliage. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MISS KATE MOULTON.** Beautiful light pink. A grand new American sort of robust habit and growth and with heavy foliage. It blooms freely and the flowers are large, fragrant and of good size. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

I am very much pleased with your Roses, they were such strong, healthy bushes and all blossomed except one. Miss Daisy Helms, Centerville, Ind., February 18, 1908.

My Roses arrived several days ago in fine condition. They did not even wither after planting. I hardly expected such fine, strong plants and I am delighted with them.—Mrs. Chas. Parker, Lewiston, Idaho, April 17, 1908.



Rampan Climbing Roses in their profusion shading and beautifying buildings



# THE GARDEN OF DELIGHT

**MRS. B. R. CANT.** Deep crimson-pink. Excellent garden Rose of English origin. It is a splendid bedding Rose of strong growth and free-flowering habit. The buds are large and very beautiful, the flowers are perfectly double and delightfully fragrant. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MRS. A. BYASS.** Rosy, shaded with crimson, sometimes blotched with pale rose and white. Most distinct and attractive variety. Charming garden Rose of vigorous growth. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**MRS. E. G. HILL.** Outside of petals deep, coral-red, inside almost pure white. Continuous bloomer, long pointed buds and very large flowers. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**MRS. FRANCESKA KRUGER.** (New.) Coppery yellow. Unlike any other Rose in our list. Strikingly beautiful flowers. A free-grower, extra fine for garden culture. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MRS. HARVEY THOMAS.** A beautiful carmine, shaded coppery red, base of petals canary-yellow. Free-flowering sort with long, well-formed buds. The blooms are big and large. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**MRS. IARDINE.** (New.) Very brilliant rosy pink, shading to salmon-pink on outer petals. This is a new Rose from Ireland which we were fortunate in securing for this season's introduction. It has been a prize-winner wherever placed on exhibition. A very free and easy grower. The new growth and foliage are of nearly carmine color, changing to a very glossy green as they mature. The magnificent flowers are produced in great abundance. They are of truly marvelous fragrance, surpassing in this respect any other Rose we know of. It is sure to attain great popularity and we recommend it very highly. One-year plants, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**MRS. JOHN LAING.** (New.) Clear, shining pink, exquisitely shaded. Bears a profusion of immense double flowers on long, stiff stems. Plants healthy and thrifty growers with attractive dark green foliage. Very fragrant. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MRS. R. G. SHARMAN-CRAWFORD.** (New.) Most beautiful shade of deep rosy pink, outer petals pale blush with white base. Buds and flowers of finest shape. Of great fragrance. Long, straight stiff stems. Received gold medal of National Rose Society of England. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

The Roses seem to be growing nicely, especially the American Beauties. I never saw Roses grow so fast. I am delighted with them.—Mrs. A. O. Price, Tupelo, Miss., June 4, 1908.

I bought my first order of you last spring. Every Rose bush lived and bloomed from June until frost. And such Roses! That I was thoroughly satisfied the enclosed order will testify.—Mrs. D. S. Haeftin, Erie, Kans., February 29, 1908.

The bushes ordered from you last spring are excellent plants, most of them having bloomed all summer. I am especially pleased with the Mrs. B. R. Cant, which is now putting forth new shoots.—Mrs. Kelly Massey, Chattanooga, Tenn., February 17, 1908.



Rosebuds like these are quickly produced by Heller's three-year-old plants



# HELLER BROS., NEWCASTLE, IND.

**MRS. ROBERT GARRETT.** Exquisite shell-pink passing to glowing rose. Hardy, vigorous variety. Produces a profusion of perfect buds and flowers. Very fragrant. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MY MARYLAND.** (New.) A most exquisite shade of pink. Will produce more flowers than any other Rose on our list. This year is the first time that we are able to offer this extremely popular new sort which we consider one of the best ever sent out. It is a surprisingly strong grower. The foliage is bright coppery red at first, changing to green as it matures. The flowers are produced in masses, are large, double and very fragrant. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**NO. 48.** Large, brilliant pink flowers. Splendid new German introduction of great merit. With us it makes large bushes which bloom all summer. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**PASTELLA.** A harmonious blending of salmon-pink, rose-pink and creamy yellow, hence the name. The flowers are large, full, deep and deliciously fragrant. One of the best for garden planting and also for cut-flowers. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**PAPA GONTIER.** Cherry-red passing to crimson. One of the best for garden culture. Very fragrant and of good shape, though not very double. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**PAUL NEYRON.** Clear, deep pink. A strong grower with beautiful, glossy green foliage. The flowers are very double and of immense size, often measuring five inches across. Of free-flowering habit. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**PEACH BLOW.** Like the color of the ripe peach. Robust, healthy bushes carry large, well-shaped buds and full flowers on long, stiff stems. The flowers are beautifully shaded. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**PERLE DES JARDINS.** Of deep yellow color. Grand buds and extra-large open flowers. The bushes are thrifty and bloom constantly, but do not grow very high. One-year plant, 10 cts. each, \$1 per doz.; two-years, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**PERLE VON GODESBERG.** Rich canary-yellow with saffron shadings. Strong and healthy grower, hardy and free-blooming. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

The Roses I ordered were received today. They were in fine condition and I am much pleased with them. Let me thank you for your promptness.—Mary E. Pearson, Fairmont, Ind., May 7, 1908.

The plants received from you last season gave us so much pleasure. They were just as you described them in your "Rose Leaves" and were so much admired by friends that the enclosed order includes plants for five of them besides our own.—Mary A. Nesbit, Monmouth, Ill.

Last year I ordered from you as an experiment one dozen mixed Roses. They were very satisfactory. The American Beauties were wonderfully beautiful. The Killarneys were simply wonderful and although I had only two bushes I had Roses until the frost killed the buds.—Mrs. J. Leland Fitzgerald, Schenectady, N. Y., January 20, 1908.



Bed of Clothilde Soupert, a grand white sort, adapted especially for outdoor culture



# THE GARDEN OF DELIGHT

**PLUTO.** Brilliant red. A very hardy garden rose with many favorable characteristics. The plants are of upright habit, quick in growth and constantly blooming. The flowers are of good size and shape, double and very fragrant. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**PRESIDENT CARNOT.** Velvety rose with light salmon tints. Excellent for outdoor culture. Well-shaped buds and large, symmetrical flowers of good substance. We recommend this variety very highly. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**PRINCE DE BULGARIE.** Flowers rosy blush, somewhat lighter on inner petals. Very fine variety with bright green foliage. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**PRINCESS OF NAPLES.** Deep velvety pink, shaded silvery rose. Tall bushes of vigorous growth, with magnificent dark green foliage. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**PRINCE CAMILLE DE ROHAN.** (New.) Intense velvety crimson, shaded maroon, nearly black in appearance. Most handsome rose, highly esteemed for its magnificent fragrant flowers which are produced very freely. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**REINE MARGARET D'ITALIE.** (New.) Glossy carmine scarlet, lightened with vermilion. Strong bushes with handsome, dark green foliage. Elegant buds and large, double flowers. Very free-flowering and exceedingly fragrant. A particularly fine garden Rose. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**RHEA REID.** (new.) Vivid scarlet-crimson. One of the most popular Roses ever introduced. "As large as the American Beauty, as double as the La France and as red as the Richmond." These flattering remarks were made about this Rose by the originator and we can only say that he is just in his enthusiasm. It has a strong, disease-resisting constitution, makes a very rapid growth and throws up a profusion of canes from the roots. The flowers are marvels of beauty, large, bold and of good substance. Rhea Reid was awarded the gold medal by the National Rose Society of France this summer as being the best garden rose out of eighty-four competitors. It is a first-class Rose in every respect and sure to become a popular favorite. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**RICHMOND.** A rich, soft scarlet-crimson. Free-flowering and of easy culture, it is admittedly the most vivid red Rose yet produced. Exquisitely shaped, erect standing flowers, the beauty of which is intensified by the fine foliage. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

To say that I am pleased with my Roses you shipped me last year would be putting it light indeed. I am delighted. They are growing fine and bloomed last year.—Mrs. R. A. Mills, Mason, Ill.

I bought about thirty Roses from you last year and had good success with them, cutting Roses outside as late as November 10, which is quite unusual in this climate.—R. W. Smart, Spokane, Wash., February 15, 1908.

The Roses I got from you last summer were wonderful—as it was a new garden and its first year, they exceeded my expectations and it gives me great pleasure to send you another order.—Mrs. Latimer Small, York, Pa., January 29, 1908.



Lady Gay, the grand cherry-pink Rambler Rose—very vigorous and perfectly hardy

# HELLER BROS., NEWCASTLE, IND.

**ROSALIND ORR ENGLISH.** Cerise-pink. Introduced by the originator of the Richmond. Healthy bushes with strong upright canes carry lovely delicately shaded flowers. Recommended for bedding. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**SNOWDRIFT.** Pure white. A constantly blooming Rose for general culture. The plants are vigorous growers, with healthy foliage and strong stems. The handsome, double flowers are borne throughout the season. They are of elegant form and delicious fragrance. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**SOMBREUIL.** Full white flowers, edges of petals faintly tinged with rose. Quite hardy and fragrant. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**SOUVENIR DE CATHERINE GUILLOT.** Coppery carmine shaded with pinkish orange. Vigorous grower and prolific bloomer. Open flowers are large and full, fragrant and of fine shape. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**SOUVENIR DE WOOTTON.** Bright magenta-red. Vigorous grower; flowers of large size. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**SOUVENIR DE PIERRE NOTTING.** Beautiful apricot-yellow with shadings of pink and saffron. The bushes are of strong growing upright habit with dark green, healthy foliage. They bloom continuously, producing immense quantities of lovely flowers throughout the season. The flowers are of elegant form, large, double and very fragrant. One of the best all-around Roses for general cultivation. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**SUNRISE.** Rich coppery yellow blended with a fiery red. Of strong growth and free-blooming. Magnificent buds and flowers. One-year plants, 10 cts. each, \$1 per doz.; two-years, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**SUNSET.** Resembling "Sunrise" except that it is of a much lighter yellow. Sweetly scented. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**ULRICH BRUNNER.** Rich, glowing crimson-scarlet. One of the best in the class. Very effective planted in masses. Hardy and vigorous, beautiful, hold, globular flowers, very free-blooming and highly fragrant. Blooms in June. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**VENUS.** Fiery red color. Among the finest of the Moss Roses. The plants are vigorous and healthy. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

The Roses arrived yesterday in first-class condition, and to say that I am pleased with them is stating it mildly.—Mrs. Carl Tuttle, Tacoma, Wash., April 10, 1908.

I received my Roses today. They are just fine—the best I ever bought. They were in good condition, and if they do not live it will not be your fault.—Douglas Robertson, Keishaw, S. C., February 25, 1908.

The Roses have done fine. I gave them good care and the results have been more than satisfactory. I have before me now a beautiful bouquet of Pluto, Killarney and Pink La France. There are simply no words that would describe the beauty of these Roses. The Killarney is the queen of pink Roses.—W. A. Hall, Waltham, Mass., October 6, 1907.



Heller's thrifty, own-root, home-grown plants produce beds like these



# THE GARDEN OF DELIGHT

**WHITE LA FRANCE.** White, delicately tinted with rose-blush. Finely shaped buds and extra-large, very full flowers. Broad, substantial petals. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**WELLESLEY.** Bright pink with silvery reverse on the outside of petals. Awarded many prizes. Hardy, vigorous grower with healthy, dark-green foliage. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

## *The Ramblers, or Climbers*

**BARBIER.** Bright yellow, fading to almost pure white. Vigorous climber with beautiful, heavy, waxy foliage which resists insect attacks or mildew better than that of any other Rose we know of. The plants are exceedingly strong growers and are excellent for training on porches, over trellis, etc. Two-year-old plants will make canes several feet long the first season. It is very free-flowering, the flowers are unusually full for a Climbing Rose, almost as double as those of the Bride Rose. One-year plants, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**BABETTE.** Dark crimson, tinged with white. Hardy and vigorous new climbing Rose. Very double, flowers produced in clusters. One-year plants, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**YELLOW KAISERIN.** Soft light yellow. Freely and constantly blooming, although in growth not quite so strong as its parent, Kaiserin Augusta Victoria. The healthy bushes have very dark green, ornamental foliage. The flowers are of fine shape and pleasing fragrance. Strongly recommended for general planting as one of the most beautiful and satisfactory hardy garden roses. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**BALTIMORE BELLE.** White. Produces large clusters of flowers. Very popular. One-year plants, 10 cts. each, \$1 per doz.; two-year 25 cts. each, \$2.50 per doz.

**CLIMBING KILLARNEY.** (New.) Brilliant shell-pink. Possesses all the good characteristics of the dwarf Killarney, only it is of climbing habit. Consequently it produces many more of the lovely blossoms, which in size and shape are quite as large and beautiful as those of the bush form of this variety. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**CLIMBING METEOR.** (New.) Dark, velvety crimson. Magnificently formed buds and flowers. Vigorous climber, free-flowering. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

The Roses came yesterday in fine shape. I have received fine plants of you before, but these are the finest of all. —Elie T. Bonar, Prague, Okla., April 23, 1908.

All the Roses we got of you last year were fine. We picked a Killarney Rose in November and when frost caught the Baby Ramblers there were forty or more Roses on. —F. Van Wart, Pearl River, N. Y., April 28, 1908.

I fully appreciate the truth of what is said in your catalogue and about your strong, vigorous plants when I look at my Rose garden and find the forty different varieties I purchased of you last spring have all come through the winter in fine condition. —Mrs. B. A. Harbert, Manzanola, Colo., March 31, 1908.



Roses for arches, Roses for hedges, Roses for beds in the "Garden of Delight"

# HELLER BROS., NEWCASTLE, IND.

**CLIMBING SOUPERT.** Brilliant white tinted silvery rose. This splendid climber is an offspring of the old favorite Clothilde Soupert. It is a most vigorous grower, making shoots fifteen to twenty feet long in one season. The lovely flowers are produced in clusters throughout the season. They are large, perfectly double and of delicious fragrance. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**CRIMSON RAMBLER.** Too well known to require description. For quick results plant three bushes in a bunch. A rapid grower and hardy in all climates. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**CLOTH OF GOLD.** (New.) Sulphur-yellow, center deeper. Particularly adapted for the South and the Pacific coast. Large, double flowers of perfect globular form. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**DOROTHY PERKINS.** Shell-pink. Extremely hardy, vigorous and free-blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty to forty. They are perfectly double, with crinkled petals and are excellently adapted for cutting and decorating. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**DEBUTANTE.** Soft pink. Beautiful, fragrant clusters of double flowers are produced abundantly during July, September and October. The fragrant face of the flowers resembles that of the Sweet-Briar Rose. Dark green, glossy foliage. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**EVANGELINE.** (New.) White with tips of petals shaded pink. Distinct variety of great merit. A vigorous grower with beautiful foliage which is an attractive bronze-green on the young growth. Magnificent, large, single flowers, two inches in diameter, borne in large clusters. The contrast between these flowers and the handsome foliage is very pleasing. Deliciously fragrant. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**HIAWATHA.** Glowing ruby-crimson, petals shading to pure white at the base. This delightful new Rambler has attracted much attention and evoked much favorable comment both in this country and abroad. The singularly thrifty plants have light, glossy green foliage. The flowers are single, about one and one-half inches across, and are produced in long trails, each containing forty to fifty pipes. A most admirable departure from other Rambler Roses. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**LA FIAMMA.** Crimson and white. Strong grower, perfectly hardy. Flowers are single, borne in clusters, on long stems. One-year size, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.

My garden is the pride of the neighborhood, and had many admirers during the past summer.—Elizabeth V. Fisher, Detroit, Mich., November 5, 1907.

The Roses came in good condition and I am much pleased with their appearance. Enclosed find draft for additional order.—Arthur S. Risser, Blackwell, Okla., April 30, 1908.

I have tried to grow Roses for years and last year I succeeded. Bushes so thrifty, one continual bloom, and such blooms as they were. I can only use superlatives when I talk of your Roses. No catalogue picture could surpass my Roses. Enclosed is an order for \$7.30.—Mrs. Chas. A. Allen, Oklahoma City, Okla., March 13, 1908.



Beds of Heller's Roses are a constant source of pleasure and delight



# THE GARDEN OF DELIGHT

**LADY GAY.** Deep, rich, rosy pink. The plants are hardy and vigorous; foliage dark glossy green. This is an improvement on Dorothy Perkins which it quite eclipses. It forms large, loose trusses, containing from fifty to one hundred brilliant flowers and elegant buds. The trusses are produced in such numbers that they nearly cover the plants. No collection of Roses is complete without this charming climber. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**LILA ITO.** Very characteristic Japanese Rambler. Of dainty appearance, yet healthy and thrifty. Small, but perfectly shaped flowers; small, bright green foliage. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**MARECHAL NIEL.** Yellow. Too many words of praise cannot be said for this magnificent and well-known climber. It is one of the most exquisitely beautiful Roses in existence. The flowers are large, round, very double and fragrant. A superb sort. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MARY WASHINGTON.** Pure white. Large clusters of very fragrant and perfectly double flowers. Blooms all summer. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**MRS. F. M. FLIGHT.** (New.) Pink with white center. Magnificent, large trusses. Flowers semi-double. One-year size, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**MINNEHAHA.** Sat n pink. Glossy green foliage. Elegant clusters of double flowers. Very pleasing sort. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**MRS. ROBERT PEARY** (Climbing Kaiserin Augusta Victoria). (New.) Pure white. Very hardy, ever-blooming and a strong grower. Magnificently shaped buds and flowers of splendid substance and delightful fragrance. Long, stiff stems make them the equals of forcing Roses. One of the best introductions in recent years. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

Of the one hundred and twenty Roses received from you this spring, all but three are doing splendidly. I do not think I have ever had a finer or more thrifty lot.—Albert Martz, Kansas City, Mo., June 2, 1908.

The Roses arrived in excellent condition. I am very much pleased with them; they are fine, strong hardy plants Edith Huntington, Columbus, Ohio, May 10, 1908.

The Roses I received from you last year did splendidly. They bloomed profusely all during the summer and the "Lady Gay" grew ten feet during the season.—A. E. Aye, Washington, D. C.

Every Rose purchased of you in 1907 grew, even if the spring was very unfavorable. We think your plants cannot be too highly praised. Thanks for the nice plants we have received from you in the past two years.—Mrs. Ray Cole, Queens City, Mo.

Last year I ordered about a dozen Rose bushes of you. They proved so very satisfactory that I am sending you a much larger order this year. I feel that I cannot say too much in praise of your bushes. Every one of them lived and I had Roses that were the admiration of the whole neighborhood. I take great pleasure in recommending your bushes to my friends.—M. Louisa Rowe, Stephentown, N. Y., March 5, 1908.



Franz Deegan (left), Sweetheart (center) and Killarney, the famous Irish Rose (right)

# HELLER BROS., NEWCASTLE, IND.

**PHILADELPHIA RAMBLER.** Vivid crimson. With brighter, deeper and more intensely colored clusters than those of Crimson Rambler. Healthy grower and profuse bloomer. Flowers double to the center, of excellent substance and lasting a long time without fading. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**PRAIRIE QUEEN.** Bright, rosy red. Clusters of compact, globular flowers, which are very double and full. An old-time favorite. One-year plants, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.

**SWEETHEART.** Bright pink, shading to soft white when fully expanded. Hardy and vigorous Rambler with dark, glossy green foliage, similar in habit of growth to the ever-popular Crimson Rambler. The flowers are borne in clusters, are very double and average two and one-half inches in diameter. They are of delicious fragrance. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.

**TRIER.** Pale pink, changing to white. An everblooming Rambler of strong growth. One-year plants, 15 cts. each, \$1.50 per doz.; two-year, 35 cts. each, \$3.50 per doz.; three-year, 75 cts. each, \$7.50 per doz.

**TAUSENDSCHON.** (Thousand Beauties.) The most remarkable Climbing Rose in existence, producing large clusters of many-colored flowers, on the same plant. The colors run from bright rose to carmine with white, yellow and various other delicate tints, creating a veritable riot of color and beauty. It is a rapid grower with remarkably healthy foliage. The flowers are of splendid size, quite double and are borne in trusses, fifteen to twenty on one truss. Hardy. One-year plants, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**TAUNUSBLUMCHEN.** Rose-pink. Profusely blooming Rambler. The flowers are followed by clusters of scarlet berries which make the plants very attractive in the fall. One-year plants, 25 cts. each, \$2.50 per doz.; two-year, 50 cts. each, \$5 per doz.; three-year, \$1 each, \$10 per doz.

**WHITE RAMBLER.** (New.) Pure white, sometimes tinted with blush. Flowers borne in clusters. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

**YELLOW RAMBLER.** (New.) Deep golden yellow. Very fragrant. One-year size, 10 cts. each, \$1 per doz.; two-year, 25 cts. each, \$2.50 per doz.; three-year, 50 cts. each, \$5 per doz.

The Roses you sent me are doing finely. The big American Beauty has now two Roses in sight and will have an abundance of bloom.—J. Yates Peek, New York City, N. Y., May 9, 1908.

The Roses and Carnations came very promptly and were the strongest-looking plants that I ever received from any grower.—Mrs. E. V. Wood, Palatine, Ill., July 9, 1908.

I am delighted with the Roses I have received from you, and always recommend your firm. I enclose money order in payment of attached new order.—Mrs. J. F. Deyoe, Canby, Ore., February 24, 1908.

I had American Beauties and Killarneys on my table week in and week out from early summer until heavy frost. It pays to get bushes from a firm that handles the best.—A. M. Smith, Wallingford, January 14, 1908.

Upon opening the package of "American Beauty" Roses I was convinced that you have a handy man at the bundle counter, his precaution in casting the roots in clay and wrapping in moss is excellent for shipments of 1,000 miles for five or six weeks in a mail bag. These Roses have now been planted ten days, and although small, are all in foliage.—R. R. Case, Manila, P. I., March 24, 1908.



Our method of packing is such, that plants may be shipped any distance without damage



# THE GARDEN OF DELIGHT

## Carnations

Carnations are justly popular as they possess such a distinct beauty and fragrance. They are easily grown, either outdoors or in pots, and bloom profusely under congenial treatment and surroundings. The introduction of strong-growing, new sorts has made it possible for amateurs to grow them successfully. To encourage their cultivation, we offer herewith a number of choice new varieties and some old favorites. Planted in connection with a Rose garden, Carnations will supply an abundance of lovely flowers throughout the summer and until well into the fall. Pot plants for winter blooming should be pinched back frequently during the growing season.

10 cts. each, \$1 per doz., \$7 per 100, except where noted. All our prices include prepayment of express charges.

**ARISTOCRAT.** Bright, deep pink. Perfectly formed flowers with firm calyx and splendid stiff stems. Free-blooming and keeps well after cutting.

**CARDINAL.** One of the very best scarlets. A strong grower with beautifully shaped flowers. Large and desirable in every respect.

**ENCHANTRESS.** Light silvery pink, shaded deeper toward the center. Magnificent large flowers with strong stems and non-bursting calyx. Healthy, vigorous grower, free and constantly blooming.

**FLASHLIGHT.** Pure white streaked with brilliant red. An unique variety with enormous flowers. Quite distinct from the average Carnation.

**GOLDEN GLOW.** Rich golden yellow, slightly penciled with red. A strong-growing new sort which has given great satisfaction. Very fragrant and free-blooming.

**MANSVIENNA.** Distinct heliotrope blended with white. It has caused many favorable comments on account of its unique color. A strong grower with good stiff stems.

**MRS. ALBERT J. BEVERIDGE.** A new rose-pink seedling of our own raising. The flowers are all perfect, and come on good, long, stiff stems. It commences blooming when the plants are very small, and their fragrance is delicious. Price of plants 15 cents each, \$1.50 per dozen.

**RED CHIEF.** A very fine red. Flowers generally three inches across, produced on long, wiry stems.

**PLUTO.** The reddest carnation we have ever seen. Its fragrance is very much like the old Clove Pink. The flowers all come perfect, and it is very free blooming. It is one of the finest and greatest red carnations that it has ever been our fortune to see, and we are very proud to say we are the originators. Our supply is very limited. Price of plants 25 cents each, \$2.50 per dozen.

**ROSE-PINK ENCHANTRESS.** Lovely shade of bright rose. Retains all the good qualities of its parent, Enchantress. Flowers of ideal form and substance.

**RUBY.** Rich, dark ruby-red. Its new and uncommon color makes this sort a desirable cut-flower.

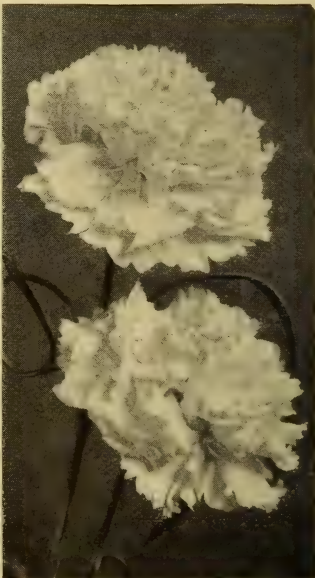
**SUNSET.** Bright yellow streaked with light red. Its novel and unique color has caused many visitors to make enthusiastic remarks.

**SUNSHINE.** White. Long stems with large, very fragrant flowers. A liberal bloomer.

**THOMAS W. LAWSON.** Very deep pink. This wonderful carnation holds as unique a position in its class as does the American Beauty among the Roses. Grand flowers, often three and one-half inches in diameter.

**WHITE LAWSON.** Pure white sport of T. W. Lawson. It possesses all the excellent characteristics of its parent.

**WHITE PERFECTION.** A pure white, the largest of this color. The perfect blooms are borne on long, stiff stems, have a firm calyx and a pleasing clove fragrance.



Carnations, fragrant and beautiful, equally dependable in pots or in beds



# HELLER BROS., NEWCASTLE, IND.

## Chrysanthemums

Chrysanthemums are of easiest culture, strong and healthy growth and free blooming qualities, making ideal plants for yard, garden or pot culture. They produce a profusion of blooms in the fall, a season at which most other flowers are at a disadvantage.

All the varieties offered by us have proved to be of real merit. They will, under judicious treatment, bear flowers of large size and beautiful color. All have been grown in accordance with the most approved methods and will be found entirely dependable.

10 cts. each; \$1 per doz.; express charges prepaid.

ALENA. Dainty pink pompon.  
ANNE WAGNER. Deep yellow; single.  
BABY. Yellow pompon. Very odd and pretty.  
BESSIE FLIGHT. Rosy heliotrope; large pompon.  
CARITAS. Blush pink pompon.  
CLEMENTINE TOUSET. Double white; very large.  
COL. APPLETON. Clear yellow. Of immense size.  
DIRECTOR GERARD. Bronze-yellow. Extra good.  
EMILIE. Bright pink. Single.  
GEORGE W. CHILDS. Velvety crimson; very large.  
GOLDEN CHADWICK. Golden yellow; massive flowers.  
GOLDEN WEDDING. Deep, shiny golden yellow; grand.  
GRACE DARLING. Lilac, blush pompon anemone.  
GUY HAMILTON. Pure white, very large.  
INCANDESCENCE. Large, deep yellow and orange-bronze.  
JENNIE NONIN. Pure white, very large.  
MADAM CHABANNE. Beautiful shade of pink; immense.  
MADAME JEANNE ROSETTE. Pink, of enormous size.  
MAGNIFICERS. Pure white pompon.  
MAJOR BONAFFON. Soft, clear yellow, large and full.  
MERSTHAM. Pure white, very large single.

MISS ALICE BYRON. Fine white, midseason.  
MISS LUCY EVANS. Heliotrope pink. Very lasting.  
M. J. CARLISLE. Pure white, single.  
MONROVIA. Large yellow. Among the best earliest.  
MRS. COOMBES. Bright rose; large with broad petals.  
MRS. JEROME JONES. Beautiful white Japanese sort.  
MRS. O. P. BASSETT. Fine lemon-yellow, midseason bloomer.  
MRS. PERRIN. Glowing pink. Perfect, globular flowers.  
MRS. ROBINSON. Pure white; large well-known sort.  
MRS. WYNESS. Pink, with quilled center. Pompon.  
OPAH. White, suffused with pink. Large and showy.  
PERLE. Deep rose; pompon anemone.  
PINK IVORY. Ideal pink; excellent for cutting.  
POLLY ROSE. Largest and best early white.  
ROBT. HALLIDAY. Very large early yellow; popular.  
SAVANNAH. Good yellow pompon.  
SUNBURST. Deep yellow shading to pale yellow.  
TIMOTHY EATON. Pure white Japanese, immense blooms.  
Y. MOREL. Reflexing pink; large and popular.  
W. H. CHADWICK. Magnificent white or blush. Large.  
HENO. Extra fine pink; splendid for cutting.  
YELLOW EATON. Bright yellow; monster flowers.



Chrysanthemums, the glorious flowers of autumn, are becoming more popular every year



# THE GARDEN OF DELIGHT

## The Best Clematis

Ornamental Climbers, especially adapted for training on porches or balconies. They grow very rapidly, often covering the entire side of a porch in one season. Strikingly beautiful flowers, four to six inches across, are produced in great masses during the early fall. Clematis are perfectly hardy and flower when most other plants of this character are past the blooming period.

We offer *Clematis paniculata* and three kinds of the large-flowering Clematis (Hybrids). This superb class embraces the showiest and most vigorous forms of these plants. They produce magnificent, large flowers freely during summer and early fall and develop a beauty and splendor which is absolutely unrivaled. However, special care will have to be taken in planting them in order to give the plants a good start. They succeed best in rich, loamy soil, which should be enriched with a moderate amount of well-rotted manure. They prefer a moist, but well-drained situation, and as they are very much affected by drought, they should be well watered during the dry season. The following varieties are the best and most popular.

Large, strong plants, 35 cts. each; 3 for \$1; 7 for \$2; \$3.50 per doz. Expressage prepaid.

**PANICULATA.** Small, pure white flowers of delightful fragrance. The flowers are borne in clusters during August and September when they will fairly cover the plant. It is an exceedingly rapid-growing variety, quickly attaining a height of from fifteen to twenty feet.

**HENRY.** The best large-flowered pure white. Blooms constantly during summer and early fall. Vigorous grower and free bloomer.

**JACKMANI.** Rich, velvety violet-purple. The large flowers are produced in great masses forming clouds of bloom. Introduced more than forty years ago, it has become a universal favorite.

**MADAME EDOUARD ANDRE.** Bright red, flowers very large, six-petaled and of a distinct, pleasing shade of carmine—the nearest approach to red yet introduced. A free bloomer and vigorous grower.

The Roses bought of you during past years are doing exceedingly well and I take the pleasure to state that your stock is the best I had for years. The two-year-old American Beauties, also the Killarneys, have been in constant bloom during the summer and with a little of care your bushes must flourish anywhere. Enclosed find an order for this spring.—Robert L. Sturtzopf, Irvington, N. Y., January 21, 1908.

I must tell you how well my Roses that I got of you last, did, I got twenty-five three-year-old bushes and only one of the whole lot died. The rest made such a rapid growth and I got a great many Roses from them. Lena E. Harman, Muskogee, Okla., March 5, 1908.

The Roses came to hand in the very best condition. As I took the first one, Cardinal, out of the box I simply exclaimed over its beauty and freshness. I planted them at once and was favored by a rain the next day and they are now all doing nicely.—Mrs. Earnest Irving Cole, Ossining-on-Hudson, N. Y., July 17, 1908.



Clematis paniculata—a rampant climber, producing clouds of blossoms



## Directions for Growing Roses

Essentials of successful Rose culture are a well-prepared soil, a sunny location and frequent cultivation. Heller's strong, own-root roses will grow and bloom if the following instructions are observed.

**PREPARE THE BEDS** intended for the Roses by spading the soil deeply and mixing it with well-rotted cow manure in proportion of one-fourth manure to three-fourths of soil. Select a well-drained, sunny location. Grass sod and the soil underlying it is preferable to any other. If upon arrival of the Roses, the weather is not suitable for immediate planting, unpack them and cover the roots with soil in a protected situation. In good planting weather set the bushes ten to eighteen inches apart, about as deep as they have been growing. Shade them with paper for about a week. Be careful that no fresh manure comes in direct contact with the roots. Water the plants well immediately after planting and as often as dry weather makes it necessary. Never let the ground dry out or bake, but water and cultivate freely. Mulching the surface of the soil around the plants will help retain the moisture, besides strengthening the growth.

**CUT YOUR ROSES FREELY.** This is the only way to insure long and continuous blooming. Pick the flowers with long stems, but always leave three or four eyes below the cut. Where there is no occasion to cut all the flowers, remove all faded ones regularly, cutting to a joint at least two eyes below the flowers.

**PROTECT YOUR ROSES** during winter. By about middle of November all shoots and tender climbers should be carefully bent down and buried in manure. Deposit some at the base of each plant and hill up gradually in conical shape. Increase the covering until frost appears, when final protection should be given in form of straw or other litter. Do not cover too soon nor with wet or soggy material. In the spring, but not before April 1st, the covering may be removed gradually. Do not uncover entirely before the last of April.

**CARNATIONS AND CHRYSANTHEMUMS** may be treated according to above directions. For house culture take them up in the fall, plant in pots and place in a sunny window in a cool room where the temperature ranges from 50 to 60 degrees. Carnations will bloom the entire winter, Chrysanthemums until late in November.

**CLEMATIS** require the ordinary care due to all plants. Plant them in fairly good soil in a position where they get a chance to climb. Although they are perfectly hardy, a slight mulching at the base of the plants during the winter will be beneficial.

**CULTURAL DIRECTIONS** in detail are sent with all orders.



Vice-president Fairbanks and wife at Heller Bros., buying Roses





HELLER BROS.  
NEWCASTLE  
INDIANA